

THE ADVOCATE

AND

THE ADVOCATE DESKBOOK DIRECTORY

2009 ADVERTISING RATES

The Advocate is published 10 times per year and is issued the first week of each month by the Idaho State Bar. It features articles written by legal professionals on topics of interest to the legal community and contains policy and rule changes, programs, and membership information for the law community in Idaho. As the official publication of the Idaho State Bar, *The Advocate* is circulated to over 5,200 attorneys and judges in Idaho, affiliate members in other states, law libraries and legal agencies across the country.

The Advocate DeskBook Directory, our 11th publication, is the annual directory for the members of the Idaho State Bar and officials of the Judicial System. It is published in April of each year. Because of the larger audience it reaches and its potential for daily use by members of the Idaho State Bar and their support staff, a higher rate is charged to advertise in *The Advocate DeskBook Directory*.

Deadlines-Ad copy deadline for *The Advocate* is the first working day of the month preceding publication. For *The Advocate DeskBook Directory* the ad copy deadline is 3 months prior to publication. See table below for dates.

2009 *The Advocate* Advertising Rates Display Ads

Premium Advocate Pages	1 Month	3 Months	6 Months	10 Months
Back Cover (Color)	\$893	\$809	\$788	\$756
Inside Front Cover (Color)	\$630	\$578	\$525	\$420
Inside Back Cover (Color)	\$630	\$578	\$525	\$420
Interior Advocate Pages	1 Month	3 Months	6 Months	10 Months
Full Page (Color)*	\$525	\$473	\$420	\$368
Full Page (B&W)	\$378	\$347	\$326	\$315
1/2-Page (Color)*	\$420	\$368	\$315	\$263
1/2-Page (B&W)	\$273	\$242	\$231	\$221
1/4-Page	\$105	\$100	\$95	\$89
1/8-Page	\$79	\$74	\$68	\$63

* Color ads are limited to full and 1/2-page advertisements only. Advance space reservation is required to guarantee space availability. To reserve your space contact *The Advocate* Advertising Coordinator at (208) 334-4500 Ext. 1865. Available space will be filled on a first come first served basis until all available space has been filled. **Because of the page flow *The Advocate* cannot guarantee, or be held responsible for location of ads on page.**

Advertising Size Requirements

Ad Size	Width	Height
Full Page	7 1/4"	9 1/4"
1/2 -Page Horizontal**	7 1/4"	4 1/2"
1/4-Page Vertical***	3 1/2"	4 1/2"
1/8-Page Horizontal	3 1/2"	2 1/8"

** Horizontal placement only

***Vertical placement only

Ad Copy Mechanical Requirements

The Advocate recommends, Encapsulated PostScript (EPS) for best results. The following PC file format is also acceptable: Tagged Image File Format (TIFF). All files should be 300 dpi with fonts imbedded. **No Word, PowerPoint, Publisher, or Excel files.**

Classified Ads

Classified Ads \$30 per column inch

Design Assistance

The Advocate Advertising Coordinator can offer limited assistance with the design and layout of your advertisement. For more information contact *The Advocate* Advertising Coordinator at (208) 334-4500 Ext. 1865 or by email at rstrauser@isb.idaho.gov.

Advocate Deadlines

Ad Copy deadline: First working day preceding the month of publication.

2009 - 2010 *Advocate DeskBook Directory* Advertising Rates Display Ads

Premium DeskBook Pages*	
Outside Back Cover (Color)	\$3,413
Inside Front Cover (Color)	\$2,310
Inside Back Cover (Color)	\$1,995
Interior DeskBook Pages*	
Full Page	\$1,092
1/2-Page**	\$819
1/4-Page***	\$515
1/8-Page	\$378

* Advocate page size: 7 3/4" x 10 3/4"

** Horizontal placement only

*** Vertical placement only

Classified Ads

Classified Listings \$75

Advocate DeskBook Deadlines

Space Reservation	Friday, January 2, 2009
Materials Due	Monday, February 1, 2009
Publication Date	April 2009

Mechanical Requirements

The Advocate recommends, Encapsulated PostScript (EPS) for best results. The following PC file format is also acceptable: Tagged Image File Format (TIFF). All files should be 300 dpi with fonts imbedded. **No Word, PowerPoint, Publisher, or Excel files.**

Because of the page flow *The Advocate DeskBook* cannot guarantee, or be held responsible for location of ads on page.

The
Advocate
Official Publication of the Idaho State Bar

ROBERT W. STRAUSER

Advertising Coordinator
525 West Jefferson, P.O. Box 895
Boise, ID 83701
(208) 334-4500 ext. 1865
Fax (208) 334-4515
rstrauser@isb.idaho.gov

***The Advocate and
The Advocate DeskBook Directory
2009 Advertising Space Contract***

Advertiser/Company Name: _____

Representative: _____ Telephone: _____ Fax: _____

Address: _____ E-mail: _____

City/State: _____ Zip Code: _____

Deadlines for *The Advocate* and *The Advocate DeskBook Directory*

Ad Copy deadline for <i>The Advocate</i>	First working day preceding the month of publication.
Space Reservation deadline for <i>The Advocate DeskBook Directory</i>	Friday, January 2, 2009
Ad Copy deadline for <i>The Advocate DeskBook Directory</i>	Monday, February 2, 2009

Return form to: Advertising, *The Advocate*, and P. O. BOX 895, Boise ID 83701

Payment Terms:

- The publisher requires all new advertisers to prepay for their first insertion. For all other display advertisers payment is due and payable within 30 days from the invoice date

Terms and Conditions:

- The Idaho State Bar (publisher) reserves the right at any time to decline any advertising it feels to be inappropriate.
- Advertising is accepted in accordance with the rates, terms and conditions set forth in the current rate card.
- The advertiser is responsible for notifying the publisher of any changes regarding the advertising copy or space contract no later than the first of the month preceding month of publication.
- There are no frequency discounts available on classified advertising.
- Advertiser agrees to indemnify and hold the publisher wholly harmless from any suits for libel, violation of right of privacy, plagiarism, copyright infringement, and any and all other claims arising from the advertising referred to in this contract. The publisher has made no independent evaluation of the content of the offers made in the advertising or of any product warranties made therein. Therefore, the advertiser agrees to indemnify and hold the publisher wholly harmless from any suits arising from any representations made in the advertising.
- Because of the page flow *The Advocate* cannot guarantee, or be held responsible for location of any ads on any given page.
- Publisher makes every attempt to print and mail *The Advocate* by the end of the first week each month and *The Advocate DeskBook Directory* by late April. However, publisher does not guarantee date of printing, date of mailing, or date of receipt of any issue.

METHOD OF PAYMENT-ADVERTISERS

PLEASE COMPLETE

Mail form and payment to:

Idaho State Bar
P.O. Box 895
Boise, ID 83701-0895

Make checks payable to: Idaho State Bar

For credit card payments, please complete:

() Visa () MasterCard Amount: _____

Cardholder's Name as imprinted on the card: _____

Account No: _____

Expiration Date: _____

Credit card billing address: _____

Phone No: _____

Signature: _____

For office use only:

Authorization No: _____

Taken by: _____ Date: _____

() Cash

() Check No.: _____ (____ Personal ____ Firm)

Firm Name: _____

Date: _____ Amount: _____

2009 Advocate Rate Contract (Please fill out and return the form below to the Idaho State Bar.)

Month	Display Ad	Ad Size	Color	Black & White	Classified Ad	Cost
January						
February						
March/April						
<i>DeskBook Directory</i>						
May						
June/July						
August						
September						
October						
November						
December						